VERMONT

STATE OF VERMONT BRAND STANDARDS & GUIDELINES

Contents

STANDARDS
Mandatory requirements for all State of Vermont marketing and communication components.

GUIDELINES
Provide direction and recommendations to best express the Vermont brand and maintain consistency across marketing and communication efforts.

State of Vermont
Brand Standards & Guidelines

ABOUT BRANDING AND THE VERMONT BRAND

To marketers, a brand is a combination of an idea, a promise and an experience. As such, it is something that is made and exists in people's minds. It is reinforced with the materials we create, the language we use, and, most importantly, the actions we take.

The Vermont brand is defined by what people know about us and how they feel about us – it's our image and reputation. And that is why we need to manage it with care.

To help people associate with a brand, visual images are created and used to represent implicit values, ideas and personality. These include logo, fonts, color schemes and other images – photography and illustration, for example. The term for the visual elements used to convey the brand is brand identity.

You and everyone responsible for producing visual communications for the State of Vermont can strengthen our brand by correctly applying the standards and guidelines contained in this document. By using the brand identity, you help ensure that all our communications are consistent, of a high standard, and positively resonate with our audiences, both in and out of state.

INTRODUCTION TO THE VERMONT BRAND STANDARDS & GUIDELINES

This document is a tool for you to use when creating materials to communicate with your audiences about the resources, programs and regulations of the State of Vermont. We communicate with Vermonters in many ways. Presenting our printed materials with a common and consistent look and feel reinforces the Vermont brand and helps Vermonters understand, and feel proud of, the ways their State agencies, departments and programs function to serve them.

This manual is designed to allow you the flexibility to choose a distinctive look and feel that is right for your audience and message while still maintaining a relation to the overall state identity. In addition, growing adoption of these guidelines by state entities will make it easier to partner with, coordinate, or share materials with other complementary state programs or entities because each is based from the same foundation.

As new materials are developed, they will be added to the "Examples" section; and as users ask questions and put these standards and guidelines into use, there will be an expanding list of "Frequently Asked Questions." This dynamic document is available at www.cmo.vermont.gov, and we will notify you when updates are published.

As you work with this manual, we welcome your input. Please direct all comments and questions to:

Christine Werneke
Chief Marketing Officer, State of Vermont
Christine.Werneke@state.vt.us

Using a consistent brand identity positively affects the way our brand is perceived. Thank you for playing an active role in maintaining the strength of Vermont's brand.

Official Vermont logos

Two logos have been designated to officially represent the State of Vermont:

VERMONT COAT OF ARMS

The Coat of Arms may be used for commemorative medals or for public displays not connected with any advertising, provided that: (1) the use does not imply state endorsement or approval when none has been given and (2) a sample of the medal or display is delivered to the Secretary of State prior to manufacture, distribution or sale. See VT Statutes, Title 13,§1904a.

Questions concerning use of the Coat of Arms should be directed to Greg Sanford, state archivist, at (802) 828-2369 or gsanford@sec.state.vt.us.

Full-color version

One-color version

VERMONT MOON OVER MOUNTAIN LOGO

The Vermont Moon Over Mountain logo is the primary graphic element used to identify the State of Vermont on marketing and outreach materials. As such, it should appear on *all* internal and external communications.

It is a registered trademark protected by law. State of Vermont offices may use it in accordance with specifications defined in this manual for marketing and promotion of state government goods, services and agency or department authorized sponsorships. The Moon Over Mountain logo may not be altered or modified by state officials or adapted for use by private entities.

For questions concerning the use of the Moon Over Mountain logo contact Kate Westbrook of the Chief Marketing Officer's office at (802) 828-3367 or marketing@state.vt.us.

ELEMENTS AND ARRANGEMENT OF THE VERMONT LOGO

The Vermont logo always consists of two elements: the "Moon Over Mountain" symbol and the Vermont logotype.

Symbol element

Logotype element

There are two acceptable arrangements of these elements. The horizontal arrangement is the preferred version and should be used whenever possible. A vertical arrangement is also available for use when necessitated by space or design considerations. These are the only acceptable arrangements of the State of Vermont logo.

Horizontal arrangement – preferred

Vertical arrangement

LOGO COLORS

The Vermont logo makes use of two colors: Vermont Green (Pantone 356) and black. The preferred version of the logo, as seen on this page, makes use of both of these colors, with the symbol element in Vermont Green and the logotype element in black.

The logo may not be used as an all-green version.

VERMONT LOGO COLORS

Vermont Green
PMS 356

Black

LOGO VERSIONS

The two-color version is preferred and should be used whenever possible. When not printing full color, a black version of both orientations is available. A white (knocked out) version is also available for when the logo appears over a dark-colored background.

Two-color versions – preferred

Horizontal arrangement – preferred

Vertical arrangement

Black versions

Horizontal arrangement – preferred

Vertical arrangement

Knocked out versions

Horizontal arrangement – preferred

Vertical arrangement

MINIMUM LOGO SIZE

To ensure readability and visual integrity of the logo in print, do not reduce the horizontal version to less than 1"
or the vertical version to less than .65". For screen applications, do not reduce the horizontal version to less than
72 pixels or the vertical version to less than 46 pixels.

PRINT

WEB

1"

.65"

125 pixels
1.736"

80 pixels
1.111"
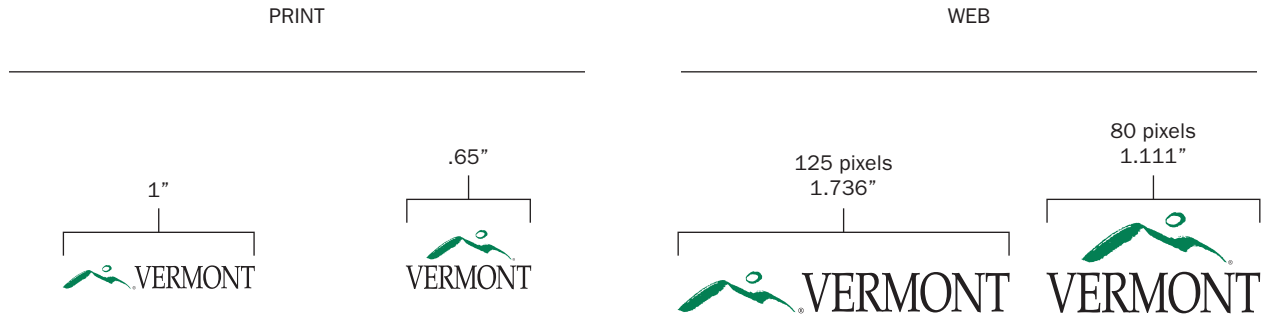
CLEAR AREA

To maintain a clean design and ensure prominence of the Vermont logo, a clear area must be maintained around
the entire logo. To determine that distance, use the letter height of Vermont and extend that distance past the
perimeter of the logo in all directions. This clear area should also be used to determine the distance from the
edge of the paper on a printed document.

Letter height

PLACEMENT

While the placement of the Vermont logo on any particular
document is flexible, in general it is placed in the lower right
corner. In this position, the logo acts as a formal sign-off
or endorsement of the preceding message. In the case of a
folded brochure or multipage document, the logo might be
placed on the back panel to achieve a similar effect. This
helps to create a visual consistency regardless of document
type or format.
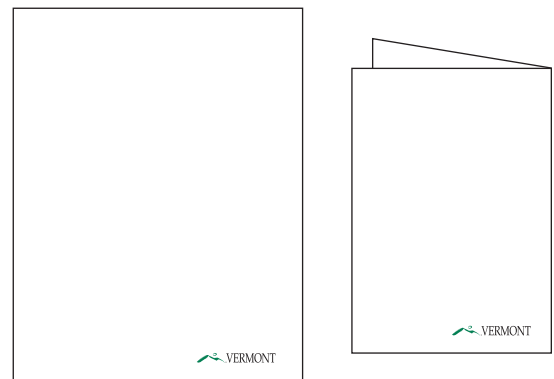
SELECTING APPROPRIATE BACKGROUNDS

When including the Vermont logo in a printed document, the background behind the logo is important to consider – the contrast and texture of the background will greatly affect the readability of the logo.

Correct: White background – preferred

Correct: Light-colored background

Incorrect: Light-colored background

Correct: Dark-colored background

Incorrect: Dark-colored background

Correct: Lightly textured background

Incorrect: Heavily textured background

EXAMPLES OF UNACCEPTABLE USAGE OF THE VERMONT LOGO

Never substitute colors

Never use alternate fonts
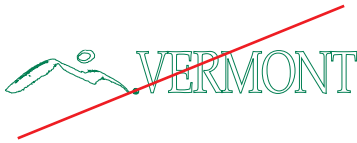
Never rearrange the logo elements

Never separate logo elements

Never distort the shape of the logo

Never tilt the logo

Never outline the logo

Do not create a "read-through" header with the logo

Never distort the logo proportion

Never distort the logo proportion

Never use outdated logos

LOGO USE WITH ADDITIONAL IDENTIFIERS

When using the Vermont logo with agency, department, division or other identifiers, never use more than two lines and always separate identifiers from the logo with a thin rule. See examples below.

VERMONT

DEPARTMENT OF EDUCATION

State entity* name only

VERMONT

AGENCY OF HUMAN SERVICES
DEPARTMENT FOR CHILDREN & FAMILIES

State entity name
Division, department or program name

Identifier
Franklin Gothic Demi Condensed
All caps, with the exception of URLs
Size: Not to exceed width of logo
Leading: Auto
Letter spacing: 30 – 50

See additional guidelines in
the typography section, page 3-1.

VERMONT

DEPARTMENT OF FISH & WILDLIFE
802-241-3700

State entity name
Phone number

VERMONT

DIVISION FOR HISTORIC PRESERVATION
1-800-VERMONT / www.historicvermont.org

State entity name
Phone number & website URL**

VERMONT

www.VermontVacation.com
1-800-VERMONT

Website URL
Phone number

*A State entity is defined as an agency, department, division or program

**The capitalization of website URLs is left to the discretion of individual State agencies

Note: E-mail addresses should not be paired as an identifier with the Vermont logo

USING THE VERMONT LOGO IN CONJUNCTION WITH OTHER LOGOS

In some circumstances it may be desirable to include logos from other State entities or partner organizations in addition to the Vermont logo. When used with one or two additional logos, the visual weight of the Vermont logo should be greater than or equal to the visual weight of the accompanying logos. Keep in mind that visual weight and actual size can be quite different; in the case of the Vermont logo, its considerable negative space means it will need to be larger than a more intricate or compact logo to maintain equal visual weight. When used with more than two other logos, if appropriate, the Vermont logo should be treated as the dominant logo. When used in conjunction with logos of non-State partners, the Vermont logo should maintain equal visual weight; it should not be seen as subordinate.

Use with one additional logo — The logo on the left has greater visual weight and is sized smaller to maintain balance

Use with one additional logo — The logo on the left has comparable visual weight and is sized similarly to maintain balance

Use with multiple additional logos — The Vermont logo is treated as the primary element, while the secondary logos share equivalent visual weight


Do not use rules to separate the Vermont logo from other logos it is paired with

OBTAINING LOGO FILES

Various formats and resolutions of the State logos are available through Image Relay. Image Relay is an on-line system used by the State of Vermont to store electronic media files in a secure, password protected location accessible 24 hours per day, seven days per week. Image Relay does not own or sell the materials on their system; it is rather the mechanism for sharing and storing State purchased and owned materials.

If you do not have access to Image Relay, go to www.cmo.vermont.gov to request an ID and password, or contact Kate Westbrook at marketing@state.vt.us or at 828-3367 for assistance.

On-screen applications
Print materials
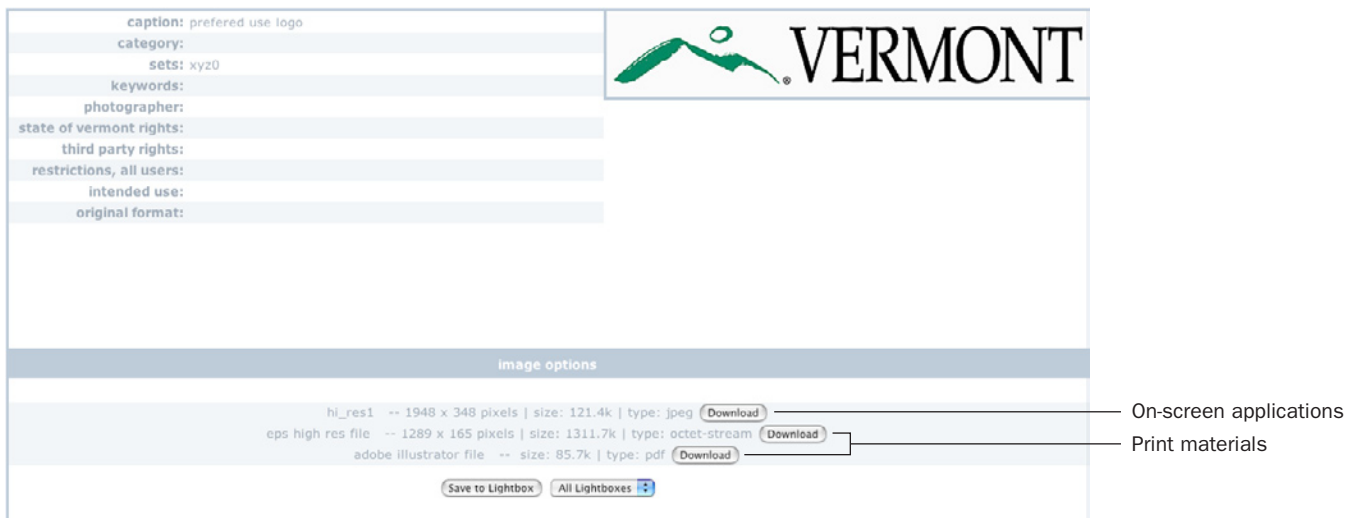
An Image Relay download page

RECOMMENDED FORMATS

When obtaining the Vermont logo from Image Relay, download either the "eps hi res file" or "Adobe Illustrator file" option (second and third choices) for print media. These are vector formats, meaning they can be scaled to any size necessary without a loss of resolution.

The first choice of "hi res jpeg" should only be used on websites or other on-screen applications, such as PowerPoint.

FOR PRINT USE	FOR ON-SCREEN USE
.EPS .AI (Adobe Illustrator)	.JPEG

Words speak to you

The written word is an integral component of our overall marketing and communications efforts, and how the written word is processed is often a function of design and typography. The right typography can make messages more readable and easily understood, as well as strengthen the State of Vermont's visual brand identity. For these reasons, State marketing materials should primarily use the following two font families:

1) Franklin Gothic for headlines, sub-headlines, captions, footnotes and disclaimers

2) Palatino for body copy

Franklin Gothic
Palatino

TYPOGRAPHY BASICS

Serif typefaces, such as Palatino, include serifs, or, small projections from the ends of each letter's strokes. In general, serif typefaces are preferable for body copy because these details help lead the eye from one letter to the next, allowing larger sections of text to be more easily read.

Sans serif typefaces, such as Franklin Gothic, do not employ serifs and as a result are generally simpler in form and more easily read from a distance. Sans serif typefaces are often used as headlines because of the impact they tend to add. Likewise, their simpler forms tend to be more legible at very small sizes and are appropriate for uses such as captions and disclaimers.

COMPLETE FONT FAMILIES

In addition to the suggested usage outlined on the previous pages, both Franklin Gothic and Palatino offer a family of weights and italics to meet a variety of communication needs and reproduction techniques.

Franklin Gothic

Franklin Gothic Book

Franklin Gothic Book Italic

Franklin Gothic Book Condensed

Franklin Gothic Medium

Franklin Gothic Medium Italic

Franklin Gothic Medium Condensed

Franklin Gothic Demi

Franklin Gothic Demi Italic

Franklin Gothic Demi Condensed

Franklin Gothic is a sans serif typeface that was designed in 1902 by Morris Fuller Benton. Named for Benjamin Franklin, Franklin Gothic modernized nineteenth-century sans serif designs to shape a typeface style that has practically formed a category of its own. Franklin Gothic is a highly noticeable and legible display face for newspaper headlines, advertising and packaging. Its various weights give it great versatility and the condensed versions maintain high legibility in tight spaces.

Palatino

Palatino Roman

Palatino Italic

Palatino Bold

Palatino Bold Italic

Palatino is a serif typeface created by Hermann Zapf in 1948. It is one of the most popular typefaces in existence, and has been adapted to virtually every type technology. Named after 16th century Italian master of calligraphy Giambattista Palatino, Palatino is based on the humanist fonts of the Italian Renaissance, which mirror the letters formed by a broadnib pen; this gives a calligraphic grace. But where the Renaissance faces tend to use smaller letters with longer vertical lines (ascenders and descenders) with lighter strokes, Palatino has larger proportions, and is considered much easier to read.

SUGGESTED USAGE

The guidelines below outline the suggested choices from the Franklin Gothic and Palatino font families for most common uses.

HEADLINE

Franklin Gothic Demi Condensed

SUBHEAD (BRIEF)

FRANKLIN GOTHIC DEMI CONDENSED

SUBHEAD (LENGTHY)

Franklin Gothic Demi Condensed. Consectetuer adipiscing elit duis amet lorem ante dignissim.

BODY COPY

Palatino Roman. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Duis sit amet lorem id ante dignissim sollicitudin. Sed convallis. Morbi sed massa non nisi dictum mattis. Praesent cursus. Mauris eros elit, tincidunt vitae, feugiat non, venenatis ac, tellus. Morbi faucibus est in nibh. Nullam ut lacus. Nam venenatis, nulla mattis euismod tincidunt, justo ligula cursus urna, non convallis nisl mi sit amet turpis. Pellentesque eleifend sollicit udin ligula. Sed aliquet sapien eu mauris.

CAPTION / TITLE

Franklin Gothic Book

DISCLAIMER / FOOTNOTE

Franklin Gothic Book Condensed. Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Duis sit amet lorem id ante dignissim sollicitudin. Sed convallis. Morbi sed massa non nisi ditum mattis. Praesent cursus. Mauris eros elit, tincidunt vitae, feugiat non, venenatis ac, tellus. Morbi faucibus est in nibh. Nullam ut lacus. Nam venenatis, nulla mattis euismod tincidunt, justo ligula cursus urna, non convallis nisl mi sit amet turpis. Pellentesque eleifend sollicitudin ligula. Sed aliquet sapien eu mauris.

Note: Be sure to choose the specific typeface within your program's font menu. Do not use the "styles" (bold, italic) provided in many programs since these imitate the desired style but do not yield the best result. This is particularly important if materials are being commercially printed, as "styled" fonts may not reproduce properly.

USAGE EXAMPLE

The example below illustrates how these guidelines are followed within the context of a poster.

Headline
Franklin Gothic Demi Condensed
Size: 18 – 30 pt
Leading: Auto
Letter spacing: 0

Avoid periods, unless
necessitated by concept

Sub-headline
Franklin Gothic Demi Condensed
All caps
Size: 8 – 12 pt
Leading: Auto
Letter spacing: 200

Body Copy
Palatino Roman
Size: 7.5 – 10 pt
Leading: +3
Letter spacing: 0

Tagline or Contact Information
Franklin Gothic Demi Condensed
Size: 8 – 12 pt
Leading: Auto
Letter spacing: 200

In all cases, do not distort type proportions,
and ensure sufficient contrast to aid readability.

Please don't abandon your baby

THERE IS A BETTER WAY

Vermont's Baby Safe Haven Law offers you safe places you can give up your baby — anonymously and legally.

Hand your baby, up to 30 days old,
to an employee or volunteer of any:

• Fire Station
• Police Station
• Health Care Facility
• Adoption Agency
• Place of Worship

In an emergency, always call 911.

VERMONT
AGENCY OF HUMAN SERVICES

1-800-649-4357 (business hours)   **babysafehaven.vermont.gov**

Vermont is green (but not just green)

In French, "green" is *vert* and "mountain" is *montagne* – hence Vermont.

Known as the Green Mountain State, it comes as no surprise that the color green is integral to the State of Vermont's visual identity. The Vermont Green shown here is the official State green and is the only green to be used within the Vermont logo. A total of five greens and a range of ten additional colors provide a complete, diverse palette, as seen on the following page (4-2).
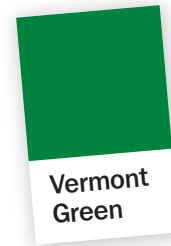
Vermont
Green

A MODULAR COLOR SYSTEM

Considering the wide range of entities comprising the Vermont brand, the State's color palette has been designed to provide an array of options, allowing flexibility for expression and differentiation – while maintaining overall visual brand consistency. The palette is intended to be modular – each of the colors included is compatible with any of the others. To further aid in selection and use, the colors are ranked as primary, secondary and accent colors. This ranking refers to the prominence of the colors within any particular communication. For further guidance on the relative proportions of colors, see Color Balance on page 4-5. Additionally, tints of these colors may be used to increase the versatility of the palette; see page 4-7.

Pages 4-6 through 4-9 include reference charts for properly reproducing the colors in various media.

SELECTING COLOR

In order to establish an immediate message, colors choices should cue specific responses. Well-chosen color combinations can act as visual triggers to help express the intention and purpose of the communication.

On pages 4-3 and 4-4, the colors and their most common associations are listed. Word association studies show that the colors will generally elicit the responses listed. Page 4-3 references the color first, while 4-4 starts with a range of attributes and then lists the associated colors. Note that for most colors, the positive aspects are far more prevalent than those that might be thought of as negative. These responses should assist in defining and creating the most effective color combinations and moods.

MORE ART THAN SCIENCE

While the Vermont color palette features hues that are in line with Vermont's brand personality, the guidelines for selecting color combinations are not meant to serve as definitive rules. When colors and their associations are used together, impact and meaning can change in the countless combinations possible. These guidelines offer insights and suggestions, and when used together with common sense and professional opinion, will yeild the best results.

VERMONT COLOR PALETTE

PRIMARY COLORS

Vermont Green
Primary A

Primary B

Primary C

Primary D

SECONDARY COLORS

Secondary A

Secondary B

Secondary C

Secondary D

Secondary E

ACCENT COLORS

Accent A

Accent B

Accent C

Accent D

Accent E

Accent F

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System® (PMS) tools, or other formal printer-supplied proofs. Pantone values for the Vermont Color Palette are found on page 4-8.

COLORS AND THEIR ASSOCIATIONS

PRIMARY

Vermont Green – Primary A
Fresh, Outdoorsy, Lively, Spring, Foliage, Grass, Irish

Primary B
Natural, Classic, Drab, Military, Camouflage, Safari

Primary C
Calm, Quiet, Peaceful, Water, Clean, Constant, Dependable, Cool, Happy, Restful, Tranquil

Primary D
Earthy, Strong, Warm, Country
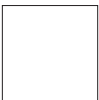
SECONDARY

Secondary A
Nature, Trustworthy, Cool, Stately, Restful, Forest, Quiet, Woodsy, Traditional

Secondary B
Growth, Calm, Quiet, Soothing, Refreshing, Neutral

Secondary C
Credible, Authoritative, Basic, Classic, Strong, Dependable, Traditional, Service, Nautical, Confident, Professional, Serene, Quiet

Secondary D
Classic, Cool, Sober, Corporate, Practical, Timeless, Quality, Quiet, Ghostly

Secondary E
Fun, Whimsical, Childlike, Glowing, Vital, Sunset, Hot, Juicy, Tangy, Energizing, Loud

ACCENT

Accent A
Cool, Fresh, Liquid, Water, Refreshing, Healing, Jewelry, Artisan

Accent B
Mystical, Spiritual, Futuristic, Fantasy, Meditative, Regal, Classic, Powerful, Elegant

Accent C
Exciting, Sensual, Flamboyant, Creative, Unique

Accent D
Happy, Glowing, Warm, Sunset, Harvest, Autumn, Gregarious, Friendly

Accent E
Autumn, Flowers, Harvest, Rich, Sun, Warm, Wheat, Comforting, Sunbaked, Buttery

Accent F
Fresh, Bold, Spring, Tart, Refreshing, Fruity, Lively

BLACK & WHITE

Black
Powerful, Elegant, Mysterious, Heavy, Basic, Bold, Classic, Strong, Prestigious, Sober

White
Pure, Clean, Sterile, Innocent, Silent, Lightweight, Airy, Bright, Glistening

This page contains material from the *Pantone Guide to Communicating with Color* by Leatrice Eiseman ©2000 Grafix Press, Ltd.

ATTRIBUTES AND ASSOCIATED COLORS

	PRIMARY	SECONDARY	ACCENT	BLACK & WHITE
Authoritative, Conservative, Traditional, Classic	B	A C E	C	Black
Autumn, Harvest	D	D	D E C	
Basic, Sober, Practical		C	E	Black
Calm, Soothing, Restful, Quiet, Serene	C	A C	A	White
Constant, Dependable, Professional, Credible, Quality	C	A C E		
Cool	C	A C E	A	
Fresh, Refreshing	A C	A	A F	
Happy, Fun, Gregarious, Friendly	C	D	D E F	
Nature, Natural, Outdoors, Forest, Woodsy	A B	A B	F	
Powerful, Strong	D	A C		Black
Pure, Clean, Innocent, Sterile	C		A	White
Spiritual, Regal, Rich, Majestic, Unique	D		B C E	
Spring, Lively, Growth	A	B	F A	
Summer	A C	B D	A E F	
Warm	D	D	C D E	
Water, Liquid, Nautical	C	C	A	
Winter	C	C E	A	White

This page contains material from the *Pantone Guide to Communicating with Color* by Leatrice Eiseman ©2000 Grafix Press, Ltd.

USING COLOR BALANCE

As noted in the beginning of this section, the prominence of colors has been divided into three levels: primary, secondary and accent. This ranking allows for many possible color combinations while still maintaining continuity across all State of Vermont communications.

Start by choosing a primary color that conveys the communication's message or captures its mood. Select a secondary color that reinforces the message and the primary color choice. Choose an accent color or colors that create contrast and draw attention to specific elements within the communication. Using accent colors sparingly ensures that they retain the desired impact. The color balance example to the right gives a sense of the proportions between the three levels. Additional color combination examples can be found on the following page.

Depending upon the needs of individual projects, additional colors from the Vermont color palette can be employed, but their relative prominence should always be observed.

BLACK & WHITE

Of course, black and white also play a role in visual communications for the State of Vermont. With the obvious exceptions such as single color advertisements, black should not be a dominant color in Vermont communications because its high impact tends to overshadow other colors. However, black is the preferred color for body copy precisely because its contrast aids readability. White plays an important role in providing a neutral canvas for graphic elements, providing "breathing room" and a space for the viewer's eye to rest. For additional guidelines on the use of white space, see the Visual Language section of this manual (see page 5-1).

COLOR BALANCE PROPORTIONS

Primary

Secondary

Accent
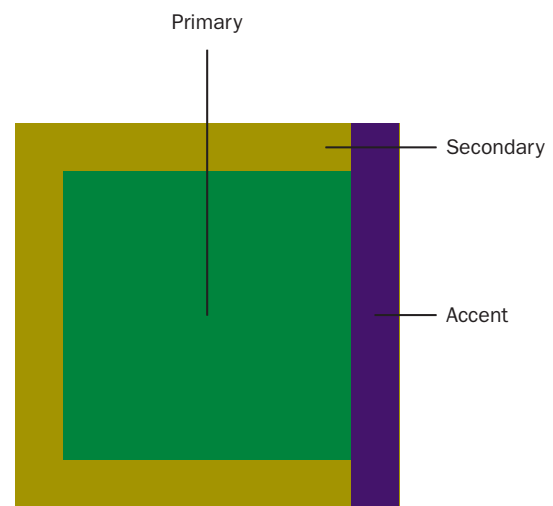
EXAMPLE COLOR COMBINATIONS

ADDITIONAL FLEXIBILITY IN COLORS

To increase the versatility of each color within the Vermont palette, the colors may be lightened to create tints. This is useful to create subtly colored backgrounds and is particularly helpful when a printed communication uses only one or two colors. Suggested tint percentages are outlined in the chart below.

PRIMARY COLORS

100%			
85%			
70%			
55%			
40%			
25%			
10%			

SECONDARY COLORS

100%				
85%				
70%				
55%				
40%				
25%				
10%				

ACCENT COLORS

100%					
85%					
70%					
55%					
40%					
25%					
10%					
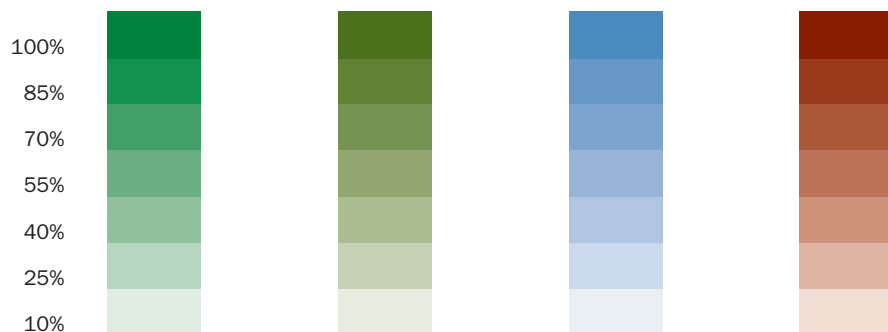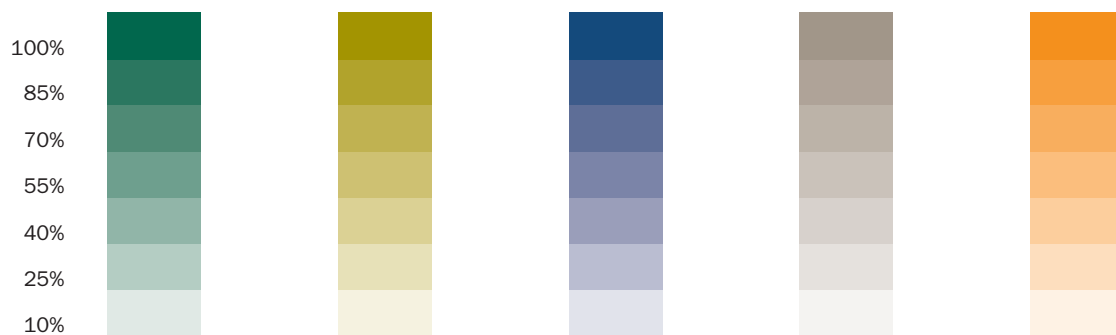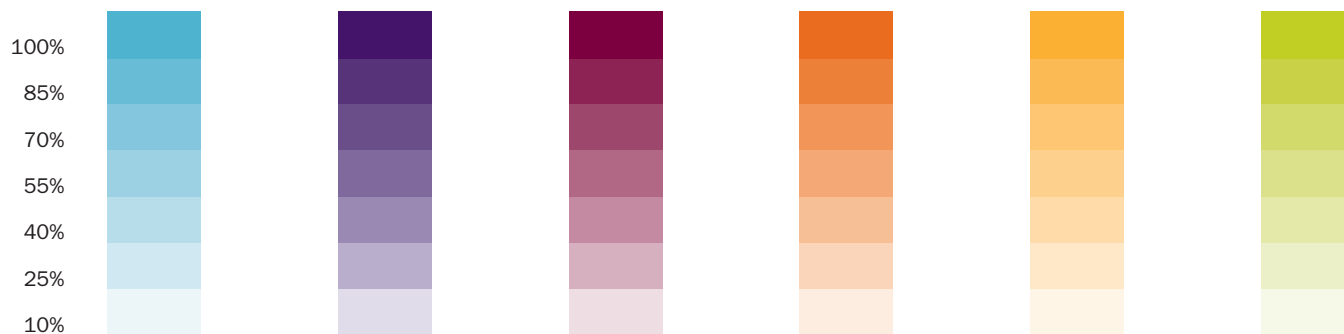
VERMONT COLOR PALETTE – PANTONE VALUES

The values shown below are from the Pantone Matching System,® a widely-used means of specifying exact color. Because of the variances in computer displays and desktop printers, please refer to an actual Pantone swatchbook or color chips for the most accurate representation. These values should be specified when printed communications will be using spot color or when an exact reference is needed to choose an acceptable match.

PRIMARY COLORS

PMS 356
Vermont Green

PMS 575

PMS 646

PMS 1815

SECONDARY COLORS

PMS 555

PMS 619

PMS 534

PMS Warm
Gray 8

PMS 152

ACCENT COLORS

PMS 7459

PMS 269

PMS 222

PMS 173

PMS 137

PMS 390

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

For additional information about the Pantone Matching System, including how to purchase system components, visit www.pantone.com.

VERMONT COLOR PALETTE – CMYK VALUES

The values shown below are the acceptable formulations to be used in four-color process printing.

PRIMARY COLORS

C: 95
M: 8
Y: 93
K: 27
Vermont Green

C: 57
M: 11
Y: 85
K: 45

C: 73
M: 30
Y: 3
K: 10

C: 13
M: 96
Y: 81
K: 54

SECONDARY COLORS

C: 82
M: 13
Y: 64
K: 45

C: 13
M: 17
Y: 78
K: 35

C: 95
M: 72
Y: 9
K: 38

C: 16
M: 23
Y: 23
K: 44

C: 0
M: 62
Y: 100
K: 0

ACCENT COLORS

C: 76
M: 6
Y: 8
K: 15

C: 80
M: 95
Y: 0
K: 35

C: 17
M: 100
Y: 21
K: 60

C: 0
M: 80
Y: 94
K: 1

C: 0
M: 38
Y: 95
K: 0

C: 24
M: 0
Y: 98
K: 8

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

VERMONT COLOR PALETTE – RGB VALUES

The values shown below are the acceptable formulations to be used in on-screen RGB environments, such as computer displays and television.

PRIMARY COLORS

R: 0
G: 121
B: 52
Vermont Green

R: 85
G: 118
B: 48

R: 84
G: 130
B: 171

R: 120
G: 35
B: 39

SECONDARY COLORS

R: 32
G: 108
B: 73

R: 155
G: 143
B: 46

R: 38
G: 63
B: 106

R: 139
G: 129
B: 120

R: 225
G: 112
B: 0

ACCENT COLORS

R: 48
G: 149
B: 180

R: 75
G: 48
B: 106

R: 106
G: 26
B: 65

R: 210
G: 73
B: 42

R: 255
G: 161
B: 0

R: 182
G: 191
B: 11

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

VERMONT COLOR PALETTE – HEXADECIMAL VALUES

The values shown below are the acceptable codes to be used when web-specific hexadecimal color is preferred. All hexadecimal values listed here fall within the 216 colors of the widely accepted browser-safe palette.

PRIMARY COLORS

#006633
Vermont Green

#336600

#6699CC

#990000

SECONDARY COLORS

#336633

#999900

#003366

#999999

#FF9933

ACCENT COLORS

#66CCCC

#330066

#660033

#FF6600

#FFCC33

#CCCC33

Please note that the colors shown here may appear different in value on your computer screen or when output via a desktop printer. This occurs for a variety of reasons, including variance in screen color calibration, type of printer, type of paper, ink density, etc. For the most accurate color representation, always reference against Pantone Matching System (PMS) tools, or other formal printer-supplied proofs.

Speaking visually

Much as the combination of words creates meaning in verbal communication, visual language makes use of a variety of elements whose use and context can make a message more distinct or add additional meaning. Employing a consistent visual language in communications helps to ensure a unified voice that extends beyond the written word to build an identity that is immediately recognizable. Outlined here are some common elements that work together to create the visual language of the State of Vermont.

where compares to Vermont in the winter. There's much to do: ski, ride, sled, snowshoe.... Pamper rself in a spa. Indulge yourself with fine food. t yourself to great shopping. Immerse yourself ermont.

n your winter vacation at VermontVacation.com

VERMONT

www.VermontVacation.co
1-800-VERMON

A VERMONT LIFE

NATIVE AQUATIC PLANTS   EXOTIC AQUATIC PLANTS

Common Elodea

Watermilfoil

Hydrilla

Eurasian Watermilfoil

Water Chestnut

WHAT IS VT PAY?

VT Pay allows taxpayers to pay certain Vermont taxes electronically with a credit card. Taxpayers can pay 2003 personal income tax estimated payments, tax due for a filed 2002 personal income tax return, and bills for sales and use, rooms and meals, withholding and prior year income tax.

WHAT IS THE CONVENIENCE FEE?

The Vermont Department of Taxes contracted with a service provider to develop VT Pay and process the payments. The convenience fee covers the cost of operating VT Pay and goes to the service provider. The Vermont Department of Taxes does not receive any portion of the convenience fee. This arrangement uses the service provider's existing technology rather than the State paying to develop and maintain its own complicated and expensive security infrastructure necessary for secure pay-ment transactions.

THE HORIZON BAR

A horizontal bar in Vermont Green – or black, when additional color is not available – functions as a visual break between elements within a layout. The horizon bar can also be used as a header to highlight key information, and as a footer to anchor the content of a page. While not mandatory, oftentimes the tagline resides centered within the horizon bar. A minimum thickness of .25" should be observed.

HORIZON BAR VARIATIONS

The horizon bar may also be adapted to help aid in organizing information. When used in this manner, other colors from a chosen palette may be employed. The bar can also be broken into multiple sections by using a thin white rule. (Notice that the header and footer of this manual are treated this way.)

RULES AND KEYLINES

Another device to divide information is a thin rule. This creates a visual break without calling undue attention to itself. A rule can be vertical or horizontal, or used as a keyline to create a perimeter around a distinct element on the page. (Notice the examples here make use of this device.) The rule should always be simple solid line.

Now you ski it.

yourself in a spa. Indulge yourself with fine food. Treat yourself to great shopping. Immerse yourself in Vermont.

Plan your winter vacation at VermontVacation.com

www.VermontVacation.com
1-800-VERMONT

A VERMONT LIFE

A journey to Vermont's past is worth the trip

DRIVE UP THE ROAD AND BACK IN TIME.

Travel down wooded back roads, along breathtaking mountain passes, and past idyllic farmsteads to reach the enchantment of yesteryear. Discover the tools, furniture, textiles, pottery and folk art of daily life 200 years ago and beyond. Vermont is home to hundreds of historical societies, museums, and state historical sites, each one set against the backdrop of our stunning natural beauty.

Your journey begins at VermontVacation.com

VERMONT
www.VermontVacation.com
**1-800-VERMONT**

A VERMONT LIFE.

HEADLINE TREATMENT

Headlines or document titles should be in black or Vermont Green. If the headline is set over an image, use white type with a subtle drop shadow. The drop shadow should be soft and have a opacity of 50% or less, depending on the contrast necessary to be legible over the image.

THE FILMSTRIP

The film strip is a device to incorporate secondary photography into your document. The filmstrip is often paired with the horizon bar to act as a footer to the document, as seen at left. Photographs are usually cropped to a square shape, but other croppings may be used at the designer's discretion. A thin white rule should be used to separate images within the filmstrip. Any number of images may be used depending upon the format of the communication.
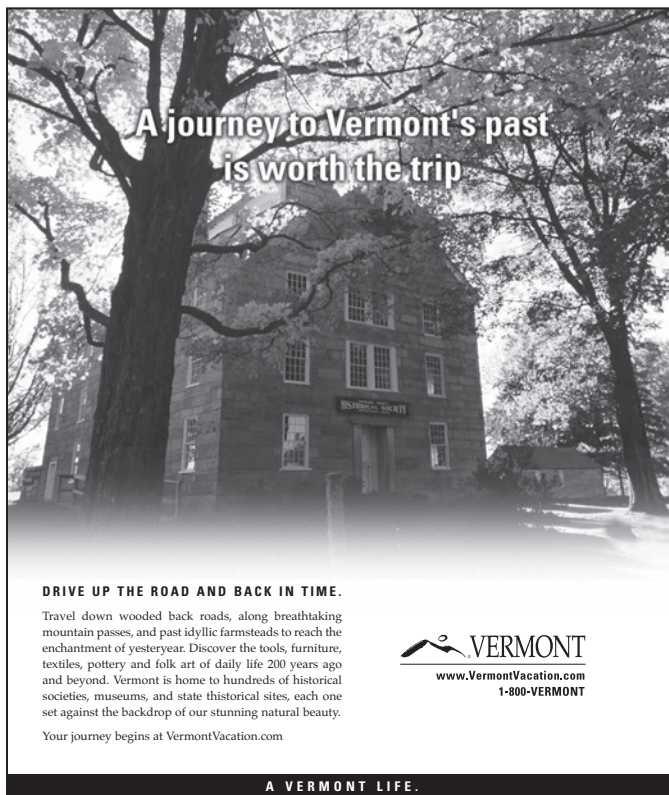
WHITE SPACE

White space is any portion of a page left unmarked: margins, space between lines of type or columns and the spaces between photos or graphic elements.

However, it should not be considered merely "blank space." Individual elements are given emphasis precisely by leaving absence within a layout. This not only helps maintain a uncluttered page and create a logical hierarchy, but also gives the viewer's eye a place to rest.

STATE OF VERMONT COMMUNICATION EXAMPLES

This section showcases a number of State of Vermont communications that are in line with the standards and guidelines presented in this manual. These examples should not be viewed as templates, but simply as the creative solutions to communications initiatives. Each is a unique approach to meet the specific needs of the project at hand, but at the same time, always keeping brand consistency in mind to maintain a unified voice from the State of Vermont.

Updates will be made to this section periodically to share the results of marketing efforts and provide an informal library of State communications.

CYPRIAN LEARNING CENTER COURSE OFFERINGS FLYER

Vermont Green Primary A	Secondary B	Accent E	Accent D

Cyprian Learning Center — Fall 2006 Classes

FEATURED CLASSES

**SUPERVISORY TRAINING
FOR ALL LEVELS OF EXPERIENCE**

Stepping Up to Supervision
November 21
Helps you answer, "Do I want to supervise? Is it the best use of my talents?"

Orientation to Supervision
September 7–8
Prepares new supervisors with the policies and practices needed to succeed at the job.

Supervisory Development Program
Beginning September 20–21
Provides advanced training to bring out the best in your employees. Nine days of class over three months.

Special topics for all supervisors
See complete roster for details.

NEW CLASSES

COMPUTER SKILLS
Brush up or step up – these computer classes help basic users to hone skills. Take the materials back to the office and practice on your own!

Nemesis or Nirvana – Email/Outlook
October 2
Best practices for managing your e-communications efficiently.

Another Intriguing Computer Offering
November 15–16
Vullandipsum quisisl in etum at. Reet ius trud ea faci tio core diat, quamet, sectet.

Bring Training Directly to Your Team

The Vermont Learning Center team brings select training to agencies, departments and divisions, tailoring the content to the needs of your teams

Areas of emphasis include:
- Supervision Skills
- Sexual Harassment
- Workgroup Effectiveness
- Diversity Awareness
- Individual Productivity
- Customer Service

Find Out More

Find full course descriptions, instructors, registration forms, and information about using the Vermont Learning Center for meetings by visiting our website:
www.vermontpersonnel.org/employee/training.cfm

Or reach us by phone:
241-1114

See our complete class roster on reverse side

Cyprian Learning Center — Fall 2006 Classes

CODE	CLASS TITLE	COST	TIME
PROFESSIONAL DEVELOPMENT			
040044	Supervisory Development Program Begins (9 days over 3 months)	$100.00	9:00 – 4:00
040004	Clear Writing Begins with Clear Thinking	$75.00	9:00 – 4:00
040098	Nemesis or Nirvana – How to Write E-mails Better & Use Outlook Best	$70.00	8:30 – 12:30
040100	One-Day Marketing Makeover	$85.00	9:00 – 4:00
040066	Writing For Results	$75.00	9:00 – 4:00
040103	Plain Language Power	$85.00	9:00 – 4:00
040021	Providing Excellent Customer Service	$80.00	9:00 – 4:00
040072	Proofreading	$75.00	9:00 – 4:00
040022	Delivering Excellent Customer Service over the Telephone	$80.00	9:00 – 4:00
SUPERVISORY & LEADERSHIP			
040005	Orientation to Supervising in State Government	No Cost	9:00 – 4:00
040108	Anticipating the Future Workforce: Cultural & Generational Diversity	$75.00	9:00 – 3:30
040011	The Magic of Conflict	$170.00	9:00 – 4:00
040099	Organizing Your Workload & Workplace	$55.00	9:00 – 12:00
040052	Difficult Conversations: Conflict Management & Communications Toolbox	$85.00	9:00 – 4:00
040101	Enhancing Productivity & Motivation: Evaluating & Coaching for Success	No Cost	9:00 – 4:00
040102	Presentation Skills for the Terrified & the Timid	$85.00	9:00 – 4:00
040009	Supervision in the Real World	No Cost	9:00 – 4:00
040091	Creating an Individual Development Plan: An Employee Driven Guide to the Future	No Cost	9:00 – 12:00
040055	Change is Easy, Transitions are Hard: Leading Your Staff Through Change	$85.00	9:00 – 4:00
040104	Understanding and Implementing Discipline and Corrective Action	No Cost	9:00 – 4:00
040027	Stepping Up To Supervision	No Cost	9:00 – 4:00
040036	Dealing with Discipline & Complex Contract Issues	No Cost	9:00 – 4:00
040105	Interviewing and Hiring	No Cost	9:00 – 4:00
040005	Orientation to Supervising in State Government	No Cost	9:00 – 4:00
040107	Team Works	$80.00	9:00 – 4:00
040017	Writing Effective Performance Evaluations	$75.00	9:00 – 4:00
040106	Fundamentals of Labor Relations: Health and Safety	No Cost	9:00 – 12:00
UNDERSTANDING STATE GOVERNMENT			
040007	Retirement Issues, VDH, 108 Cherry St, 2nd Floor-Rm 2, Burlington	No Cost	8:30 – 4:00
040007	Retirement Issues, Waterbury, VT	No Cost	8:30 – 4:00
040061	Workers' Compensation 101 – For Supervisors & Managers	No Cost	9:00 – 12:00
040007	Retirement Issues, Windsor Family Dist Ct, 82 Railroad Row, White River Jct	No Cost	8:30 – 4:00
040007	Retirement Issues, DOC, Downstairs Conf Rm, 67 Eastern Ave., St, Johnsbury	No Cost	8:30 – 4:00
040077	Defensive Driving	No Cost	8:30 – 12:30
040007	Retirement Issues, Waterbury	No Cost	8:30 – 4:00
040061	Workers' Compensation 101 – For Supervisors & Managers	No Cost	9:00 – 12:00
040018	Legislative Process & Legislative Budget Process, State House, Montpelier	No Cost	9:00 – 4:00
040014	Personnel Classification in VT ST Government	No Cost	9:00 – 4:00
040026	State Rule Making	No Cost	9:00 – 12:00
040007	Retirement Issues, 109 State St, 4th Floor Conf. Room, Montpelier	No Cost	8:30 – 4:00

www.vermontpersonnel.org/employee/training.cfm   241-1114

VERMONT
DEPARTMENT OF HUMAN RESOURCES

AGENCY OF HUMAN SERVICES BABY SAFE HAVEN POSTER

Please don't abandon your baby

THERE IS A BETTER WAY

Vermont's Baby Safe Haven Law offers you safe places you can give up your baby — anonymously and legally.

Hand your baby, up to 30 days old, to an employee or volunteer of any:

- Fire Station
- Police Station
- Health Care Facility
- Adoption Agency
- Place of Worship
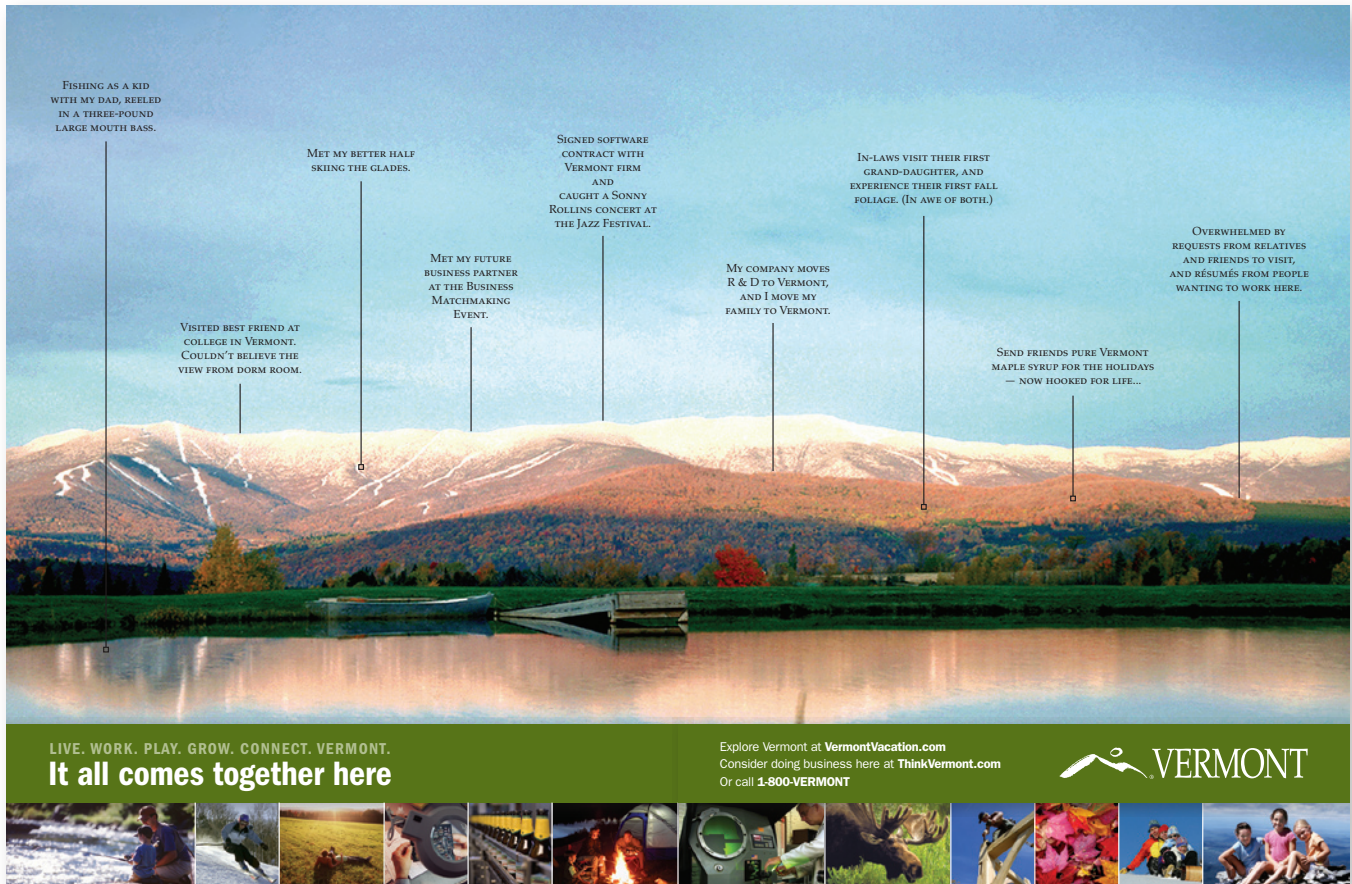
In an emergency, always call 911.

VERMONT
AGENCY OF HUMAN SERVICES

1-800-649-4357 (business hours)

babysafehaven.vermont.gov

Vermont
Green
Primary A

DEPARTMENT OF TOURISM & MARKETING / **DEPARTMENT OF ECONOMIC DEVELOPMENT** US AIRWAYS TWO-PAGE AD

Primary B

DEPARTMENT OF TOURISM & MARKETING BENCHMARK STATISTICAL BROCHURE

Primary B Primary C Secondary B

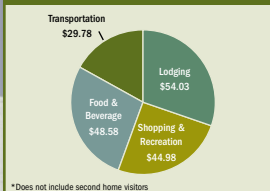## The Travel and Tourism Industry in Vermont

A Benchmark Study of the Economic Impact of
Visitor Expenditures on the Vermont Economy — 2005

VERMONT
www.VermontVacation.com
1-800-VERMONT

VISITORS

59.8% of all visitors, corresponding to an estimated 8.0 million visitors, spent one or more nights in Vermont in calendar 2005. Of that total, over 4.4 million domestic origin visitors reported staying in commercial lodging such as a motel, hotel, B&B, rental home, or campground.

VISITORS TO VERMONT BY ORIGIN & TYPE OF TRIP

In State Day 18%
In State Overnight 7%
Out of State Day 22%
Out of State Overnight 53%

In State Day = 2.4 million
In State Overnight = 1.0 million
Out of State Day = 2.9 million
Out of State Overnight = 7.0 million

...million trips
...uding those
...state) and
...s in 2005
...e of 2.3%

...& TYPE OF TRIP

...son Trips (thousands)

1,026.7
5,020.0
1,310.6

1,921.0
644.0

66.0*

2,435.6
569.1
410.8
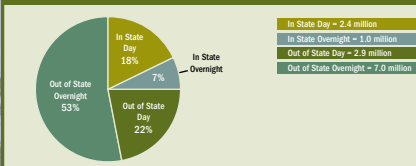
13,404

COMPARISON OF BENCHMARK YEARS - 2005 v. 2003

	2005	2003	Annual % Growth
Person Trips	13,404.0	12,795.5	2.3%
Visitor Days/Nights	29,743.1	25,814.9	7.3%

VISITOR SPENDING

The average day-visitor to Vermont spent $66.05 per person trip on transportation, food and beverage, and retail shopping items in calendar 2005. The largest increase in the day visitor population came from Canadian visitors, at least in part due to favorable currency exchange rates.

Visitors staying in commercial lodging spent more than those staying with family and friends or staying in owned or rented second homes.

AVERAGE OVERNIGHT VISITOR* SPENDING = $177.37

Transportation $29.78
Lodging $54.03
Food & Beverage $48.58
Shopping & Recreation $44.98

*Does not include second home visitors

AVERAGE DAY VISITOR SPENDING = $66.06

Transportation $15.83
Shopping & Recreation $28.90
Food & Beverage $21.33

Of the $1.57 billion in visitor expenditures in calendar 2005, lodging was the largest category of total visitor spending at $372.9 million. The second largest was restaurants/bars (at $354.2 million) and shopping (at $337.2 million). The largest increase in expenditures relative to the 2003 benchmark study was for gasoline, as the entire U.S. economy dealt with rising energy prices and the hurricane-induced energy price spike that occurred late in 2005.

TOTAL VISITOR EXPENDITURES BY CATEGORY

Category	Expenditures (in millions)	% of Total
Lodging	$372.9	23.7%
Restaurant & Bar	$354.2	22.5%
Shopping	$337.2	21.4%
Gasoline	$225.0	14.3%
Amusement & Recreation	$158.8	10.1%
Groceries	$100.7	6.4%
Auto Repair & Services	$25.6	1.6%
TOTAL	$1574.4	100.0%

7   8   4